

PARAMA MUKHERJEE

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OBJECTIVE

Leveraging my MBA in Marketing and Business Analytics, leadership skills, and passion for data-driven strategies to drive organizational growth through strategic analysis and teamwork. I aim to apply my expertise to foster a culture of excellence, supporting the organization's objectives with a focus on collaboration and impactful results..

EDUCATION

Master of Business Administration

Army Institute of Management, Kolkata

2024 - 2026

Bachelor of Science, 7.47 CGPA

Govt MH College of Home Science & Science for Women, Jabalpur

2020 - 2023

Higher School Education, 7.43 CGPA

KCP Siddhartha Adarsh Residential Public School, Vijayawada

2019 - 2020

Secondary School Education, 7.85 CGPA

Army Public School, Bengdubi

2017 - 2018

SKILLS

Languages and Database Management

HTML, SQL

CRM Tools

Siebel, Salesforce

Data Analytics & Monitoring Tools

Splunk

ECM Systems

Onbase

Other Software

MS Excel, MS Word, MS Powerpoint

Soft Skills

Leadership, Adaptability, Time Management, Conflict Resolution

EXPERIENCE

Operations Analyst

Jan 2024 - Jul 2024

Wipro

Kolkata

- Handled client communications, SLA/KPI adherence, and SOP improvements in the DATAVANT Healthcare Project
- Led BQM and resolved escalated issues

Dietician Intern

May 2021 - Sep 2021

Shearfit

Remote

- Managed 50+ clients, providing personalized diet plans and ongoing support
- Taught healthy eating through workshops, promoting wellness and lasting lifestyle changes

Program Management Intern

Apr 2021 - Aug 2021

Go Dutch

Remote

- Boosted app engagement by 9% through strategic marketing and content on social platforms
- Promoted to Program Manager, leading 60+ people and driving brand visibility and performance

PROJECTS

Nutrition Analysis Of Local Foods and Patterns

Conducted a rural study on dietary habits, analyzing gaps, and recommending changes with educational materials

Dietary Assessment and Nutritional Counseling for a Specific Population

Conducted a rural study on meal patterns, identified nutritional gaps, and recommended improvements through seminars

CERTIFICATIONS

- Google AI Essentials & Ads
- Market Research and Consumer Behavior
- Digital Marketing
- SEO & SEM
- ANSI837
- ANSI835 Guides
- HIPPA Compliance

EXTRA-CURRICULAR ACTIVITIES

- Participated in EY Techathon 5.0 Problem Statements 2024.
- Participation in National Week Campaign 2022.
- Participated in Research on Micronutrient Deficiencies in Rural Populations 2022.

LEADERSHIP

- **Conducted Nutritional Assessments and Counseling (Nutritional Consultant)**
Conducted dietary assessments and provided personalized counseling and meal plans to improve health and wellness
- **Organized and Led Nutrition Awareness Programs (Nutrition Awareness Co-ordinator)**
Led community seminars and workshops on healthy eating, disease prevention, and wellness

AWARDS AND ACHIEVEMENTS

- Participated in EY Techathon 5.0 Problem Statements 2024
- Participation in National Week Campaign 2022
- Participated in Research on Micronutrient Deficiencies in Rural Populations 2022

INTERESTS

- Reading
- Journaling
- Traveling

LANGUAGES

- English
- Hindi
- Bengali